

Digital Media Player User Guide

ADMINISTRATOR GUIDE
VERSION 8.2



Technical Service 1.866.815.7719

Table of Contents

- Introduction 1**
- Content Library 2**
 - Search for a Title..... 2
 - Edit Content Title3
 - Extend Content License Dates 4
- Play Content on Demand..... 5**
- Create a Schedule..... 6**
 - Point and Click Scheduling..... 6
 - Drag and Drop Scheduling 7
 - Interval Scheduling..... 8
- Manage Schedules..... 9**
 - Copy a Schedule..... 9
 - View Your Existing Schedule.....10
 - Delete a Schedule.....11
 - Delete Scheduled Content12
 - Change the Time of Scheduled Content.....13
- Export a Schedule..... 14**
- Intermissions 15**
 - Automatic Intermissions (Next Up)15
 - Customize the Intermission (Playlist).....16
 - Auxiliary Input Intermission.....17
 - Turn Off Intermission.....17
- Add Custom Content to the Library..... 18**
- Video Settings 20**
 - Video Resolution.....20
 - Brand the Channel.....20
- Settings 22**
 - Check Drive Space.....22
 - Application Localization and Culture22
 - Conduct a DMP Health Check.....23
 - DMP Alias23
 - Export Activity Logs23

Introduction

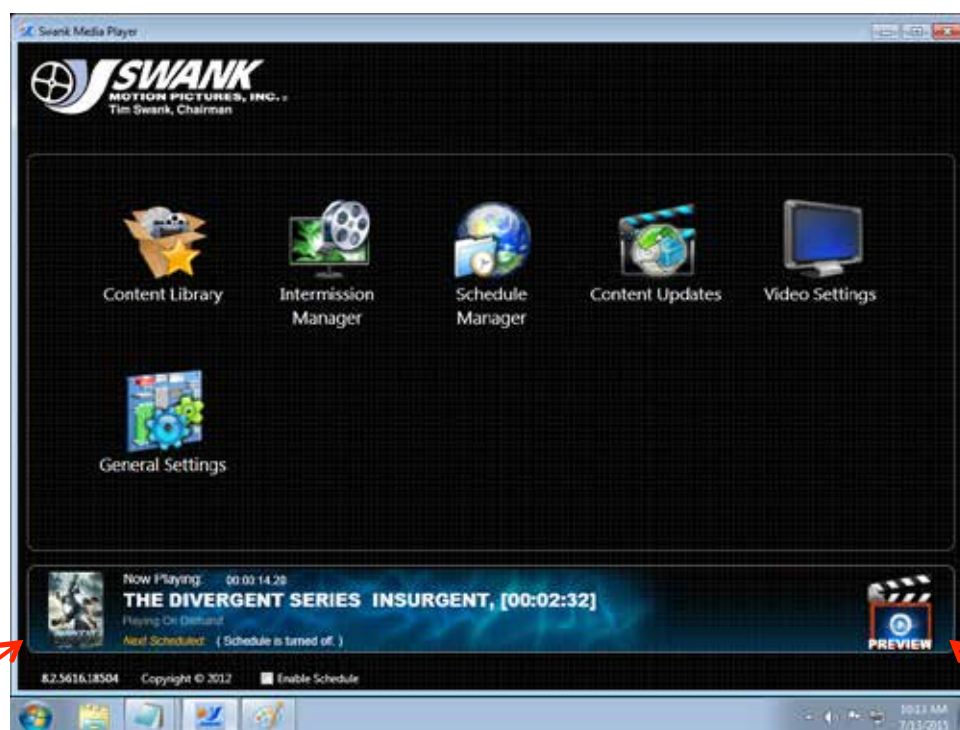
Congratulations on the successful installation of your new Digital Media Player!

This User Guide is a reference tool for the Digital Media Player (DMP) software. There are many functions designed to make implementing a custom movie channel simple and easy. If you have any questions regarding the DMP software or equipment, please contact us! You may reach a Swank Technical Representative by calling 866-815-7719 or 314-984-6295.

The DMP software consists of the following modules:

- **Content Library** – See all loaded content and add your own custom content.
- **Intermission Manager** – Maximize round-the-clock programming with an automated intermission or a custom playlist.
- **Scheduling Manager** – Create, copy, modify and export scheduled content.
- **Content Updates** – Receive new releases from Swank via USB hard drive or network.
- **General Settings** - Special functionality and system logging.
- **Video Settings** – Manage the audio, video and overlay settings for the DMP output signal.

DMP Home Screen



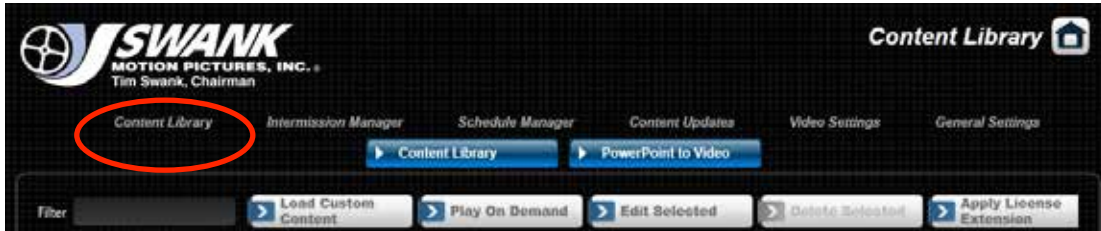
Displays information about the content currently playing.

Double-click **Preview** to see the content playing now.

Content Library

If you ordered content from Swank, it will be delivered on a USB drive in a separate shipment. To add content to the library, please follow the directions that are included with the drive. If you did not receive a drive, please contact your Swank Movie Programmer.

After the content has been loaded, click the **Content Library** tab for a list of available titles.



The library details the title, duration, license start and end date, and indicates if the content was provided by you. If you do not see any titles in the Content Library, see the section "Create a Schedule."

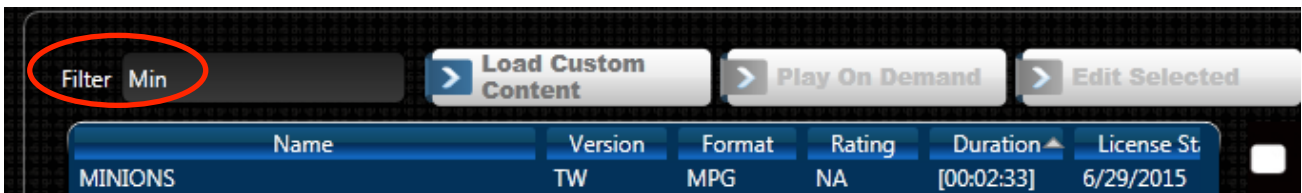
Name	Version	Format	Rating	Duration	License
ALOHA	TW	MPG	PG13	[00:02:32]	6/29/20:
THE DIVERGENT SERIES INSURGENT	TW	MPG	PG13	[00:02:32]	6/29/20:
MINIONS	TW	MPG	NA	[00:02:33]	6/29/20:
JURASSIC WORLD	TW	MPG	PG13	[00:02:33]	6/29/20:
MAD MAX: FURY ROAD	TW	MPG	R	[00:02:38]	6/29/20:
RURICUS 7	TW	MPG	PG13	[00:02:50]	6/29/20:
THE BIG BANG THEORY - THE CUSHION	WS	MPG	NR	[00:21:19]	6/29/20:
THE OFFICE - BUSINESS ETHICS	WS	MPG	T4	[00:21:59]	6/29/20:
FRONDS - THE ONE WHERE HICKLES DIES	-	MPG	T4	[00:22:24]	6/29/20:
30 ROCK - JACK-TOR	WS	MPG	NR	[00:22:20]	6/29/20:
PRETTY LITTLE LIARS - CARGILL WHAT U	WS	MPG	NA	[00:48:54]	6/29/20:
DOWNTON ABBEY - SEASON 3 EP 4	WS	MPG	TP	[00:49:31]	6/29/20:
HOUSE OF CARDS - CHAPTER 13	WS	MPG	NA	[00:30:28]	6/29/20:
FOOD INC.	WS	MPG	PG	[01:33:45]	6/29/20:
THE CRIMINAL MIND SEASON 4	WS	MPG	R	[00:30:40]	6/29/20:

Search for a Title

To sort the titles, click on **any heading**.

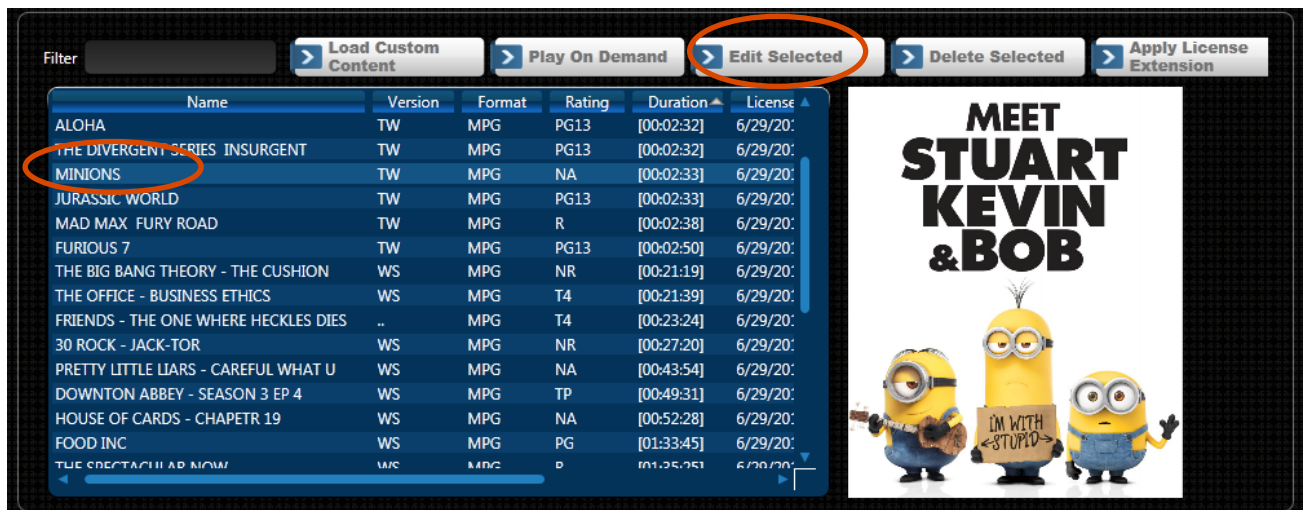
Name	Version	Format	Rating	Duration	License
ALOHA	TW	MPG	PG13	[00:02:32]	6/29/20:
THE DIVERGENT SERIES INSURGENT	TW	MPG	PG13	[00:02:32]	6/29/20:
MINIONS	TW	MPG	NA	[00:02:33]	6/29/20:

Search for a title by typing a portion of the content's name in the **Filter** field:

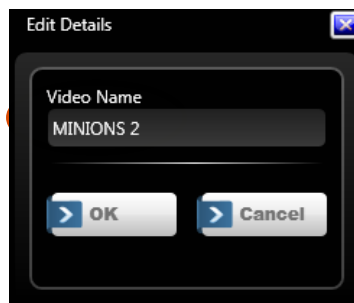


Edit Content Title

1. Under Content Library, select a **title**. "Minions" was selected in this example.



2. Click **Edit Selected**.
3. Under Video Name, enter a **new title name** then click **OK**. In the example, the name was changed to "Minions 2".



The updated title will appear in the Content Library.

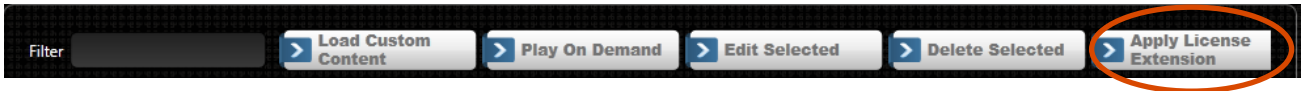
Name	Version	Format	Rating	Duration	License
ALOHA	TW	MPG	PG13	[00:02:32]	6/29/201
THE DIVERGENT SERIES INSURGENT	TW	MPG	PG13	[00:02:32]	6/29/201
MINIONS 2	TW	MPG	NA	[00:02:33]	6/29/201

Extend Content License Dates

All of the content provided by Swank Motion Pictures has a license period. Content may not be played or scheduled outside of that license range. In certain circumstances, you may need to discuss extending the license date with your Swank Movie Programmer.

If the date is extended, you will receive a code from Swank Motion Pictures. The steps below show how to extend the license date using the code.

1. Under Content Library, click **Apply License Extension**.



2. Copy the **coupon code** that was sent to you by Digital Services via email and paste it in the upper text box.

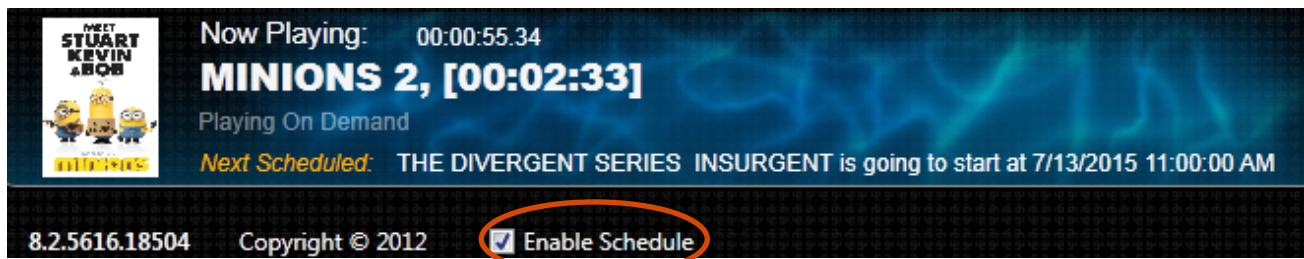


3. Click **Apply** to make the license range changes to the content.
4. If you go to the Content Library tab, you will see the list of content and the new license range.

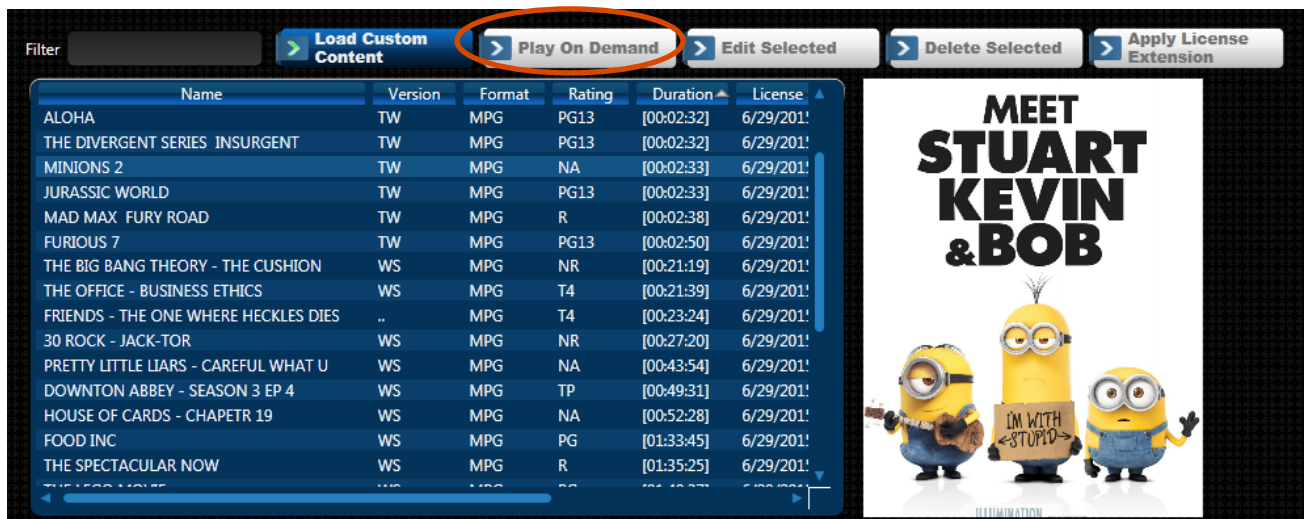
Play Content on Demand

The DMP application allows content (within its license period) to be played immediately.

1. At the bottom of the screen, uncheck the **Enable Schedule** box.

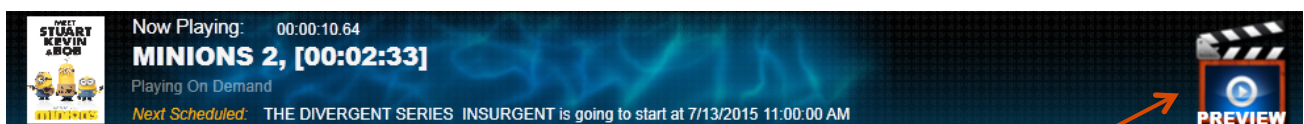


2. Under Content Library, select a **title**. *In the example, Minions was selected and is displayed on the right side of the screen.*



3. Click **Play On Demand**.

“Now Playing” will list the title selected, and the lower area shows this as “Playing On Demand”.



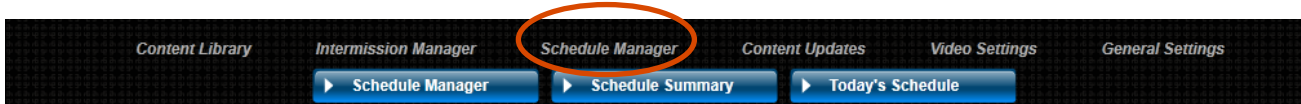
Double-click **Preview** to see what your audience is viewing.

Please note: While the “Enable Schedule” checkbox is unchecked, all schedules are ignored. Click the checkbox again to turn the Scheduler back on.

Create a Schedule

Create a schedule to meet your needs and flexibility. You may add content to your schedule whenever you choose.

Click the **Scheduling** menu.

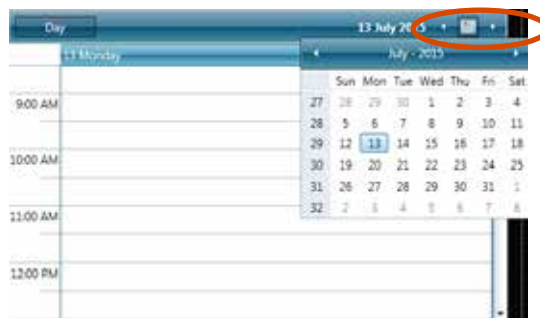


If you would like to create a schedule, please continue to read below:

Point and Click Scheduling

1. Select a Start Date

Click on the calendar icon.



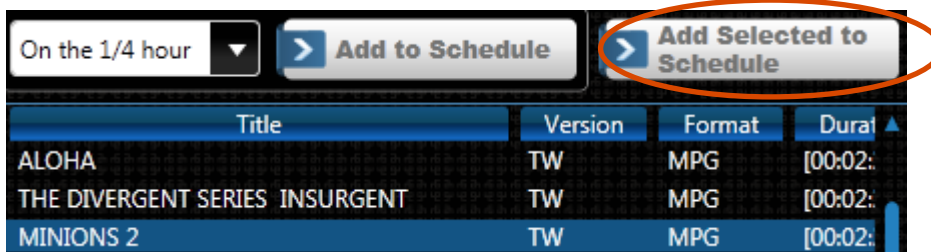
Click on the first day of your schedule. *For the above example, today is July 12 and we will be adding to the schedule for July 13.*

2. Select a Title

Click on a **title** to select it. Be sure to check the End License Date when selecting titles. *In this example, Minions 2 is selected.*

Click **Add to Selected Schedule**.

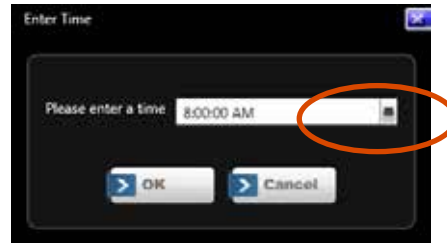
3.



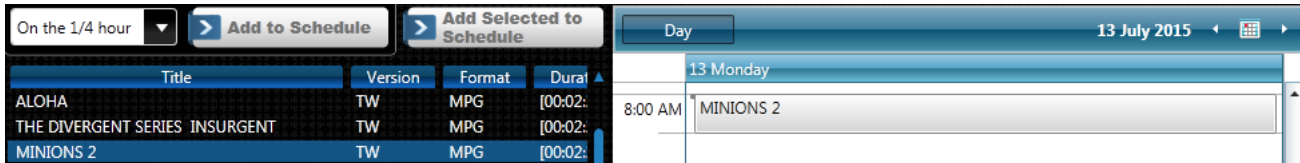
Enter a Start Time

Enter a **time** or click the icon for a selection.

Click **OK**.



The title will be added to the schedule at right. *In the example, Minions 2 trailer was added to the schedule at 8:00 a.m.*



4. Select Additional Titles

Repeat steps 2 and 3 as needed to complete your schedule.

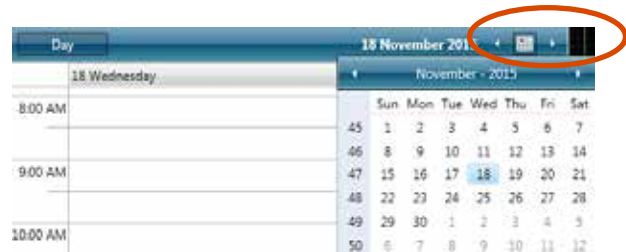
Drag and Drop Scheduling

1. Select a Start Date

Click on the **calendar icon**.

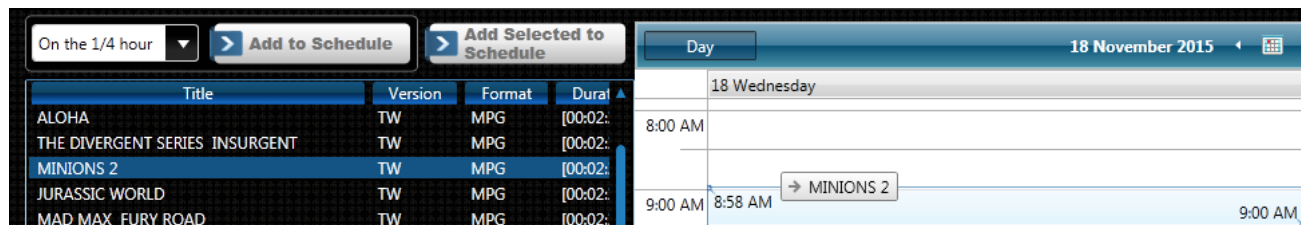
Click on the **first day of your schedule**.

In the example, today is November 17 and the schedule will begin on November 18.



2. Select a Title

Click on a **title** and drag it to the schedule at the time you want the movie to start. *In the example, Minions 2 was added to the schedule at 8:58 a.m.*



3. Repeat step 2 as needed to complete your schedule.

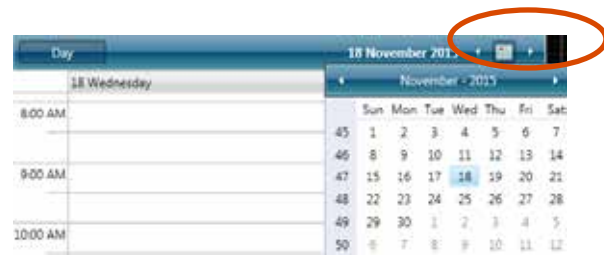
Interval Scheduling

1. Select a Start Date

Click on the **calendar icon**.

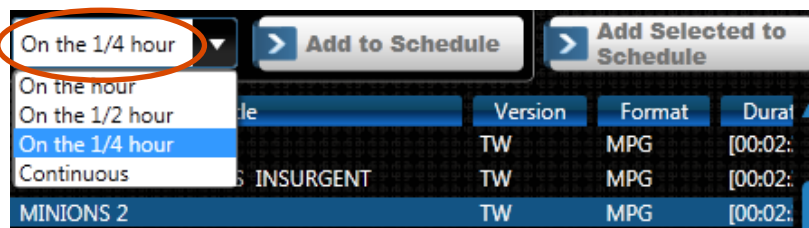
Click on the **first day of your schedule**.

In the example, today is November 17 and the schedule will begin on November 18.



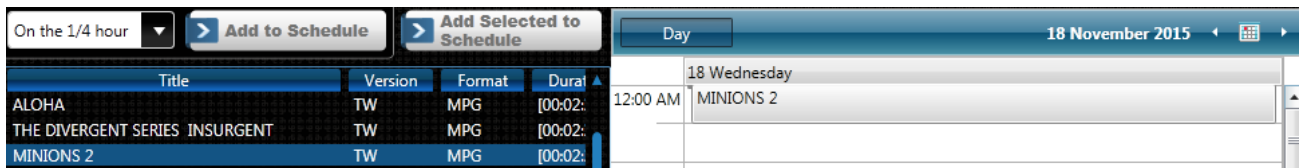
2. Select a Timeframe

Select an **interval** – you may schedule on the hour, every half hour, every quarter hour or continuously.



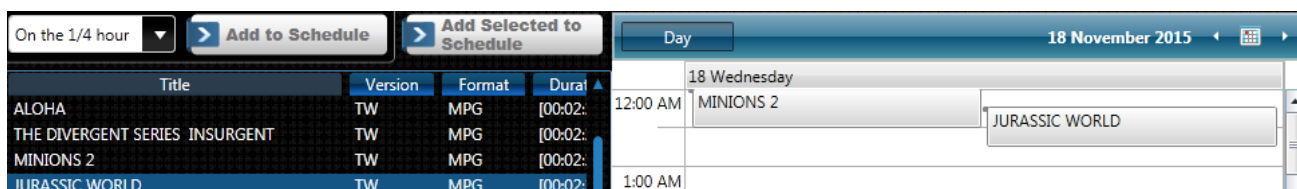
3. Select a Title

Double-click on any **title**. *In the example, Minions 2 was selected and added to the schedule.*



4. Select Additional Titles

Repeat step 3. Titles will be added based on the interval selected in step 2.



Manage Schedules

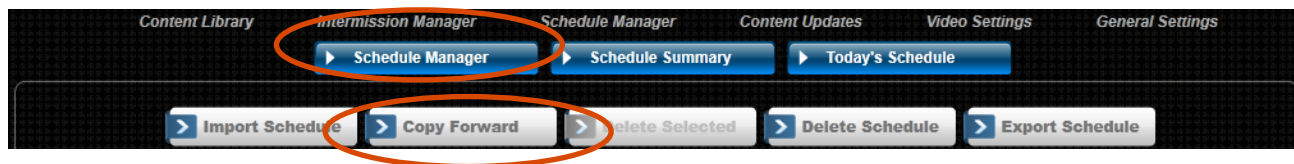
Copy a Schedule

You may copy an existing day or series of days, and use that as a template for creating future schedules. For best results, answer these questions:

- Does my date range overlap with content already scheduled?
- Does my date range overlap with itself? For example, does content on the last day end when content on my first day is scheduled to begin?

1. Under the Scheduling menu, click the **Scheduling** tab.

Click **Copy Forward**.

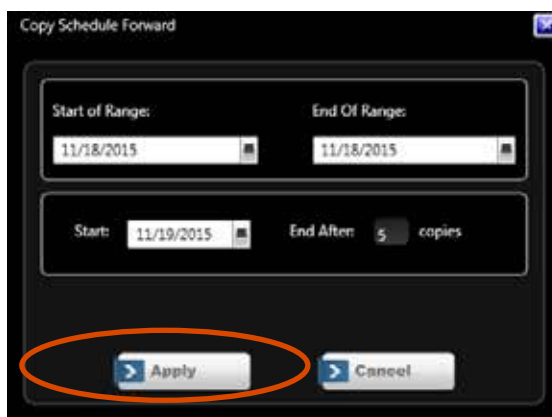


2. Select the **date range** of the schedule you wish to copy.

3. Enter the **start date** (when you want the copied schedule to begin).

4. Enter the **number of copies**, which is the number of times you want the schedule to repeat.

5. Click **Apply**.

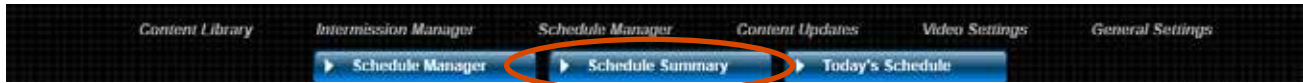


6. The DMP application will check for any potential schedule conflicts (for example, content out of the license period). If conflicts exist, Copy Forward will not work and the conflicts will be explained. If no conflicts exist, the Copy Forward process will be successful.

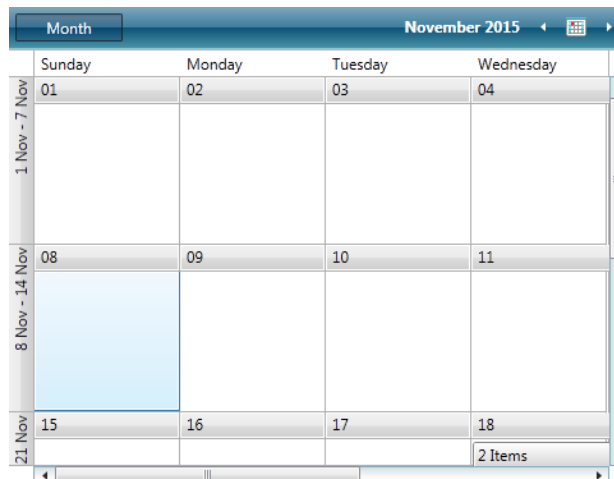
View Your Existing Schedule

The schedule summary shows what has been scheduled and how much content is scheduled on each day over any particular month.

1. Under the Scheduling menu, click **Schedule Summary**.



2. The calendar displays when content is showing and how many titles are scheduled. Click on **any day** in the calendar.

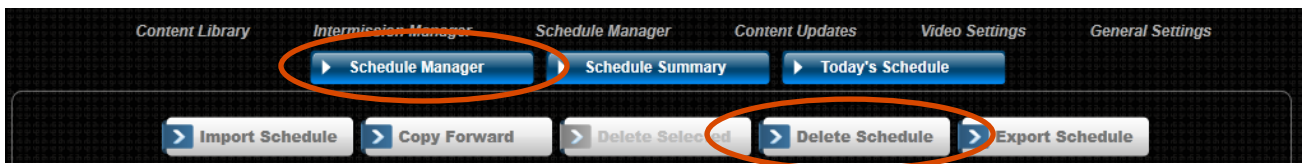


3. A schedule summary appears on the left side of the screen for the day you selected.

Starts On	Ends At	Title	Version	Format	Rating
12:00:01 AM	12:02:34 AM	MINIONS 2	TW	MPG	NA
12:15:00 AM	12:17:33 AM	JURASSIC V	TW	MPG	PG13

Delete a Schedule

1. Under the Scheduling menu, click the Scheduling tab.

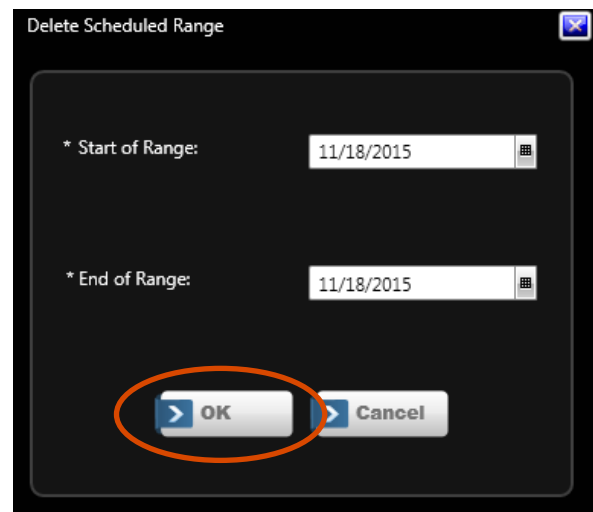


2. Click **Delete Schedule**.
3. Under start of range, enter the beginning date of the schedule to be deleted.

Under end of range, enter the last date of the schedule to be deleted.

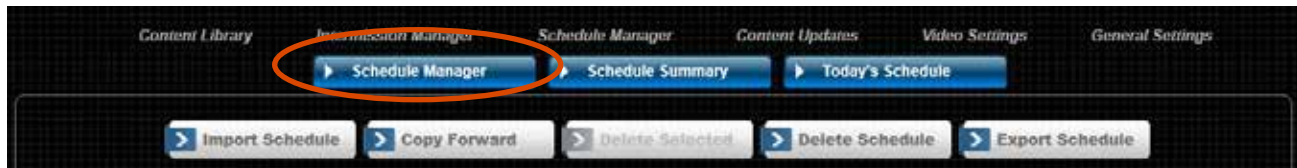
If you only need to delete a single day, then enter the same date into both fields.

After both dates are filled in, click **OK**.



Delete Scheduled Content

1. Under the Scheduling menu, click the Scheduling tab.

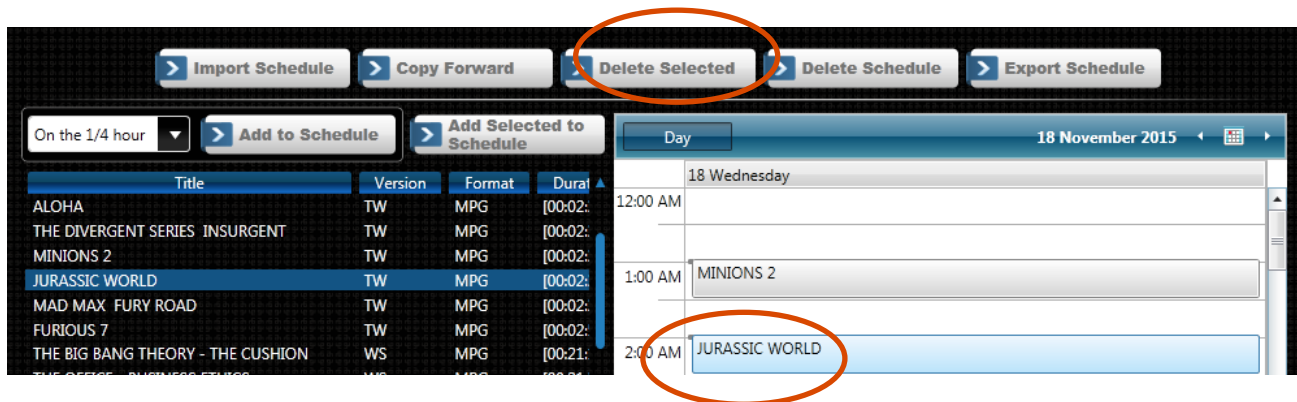


2. Click on the **calendar icon**.

Select the **day** of the schedule to be modified.

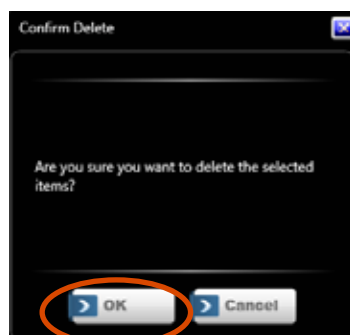


3. Click on the **title** to delete. *In the example, "Jurassic World" is selected.*



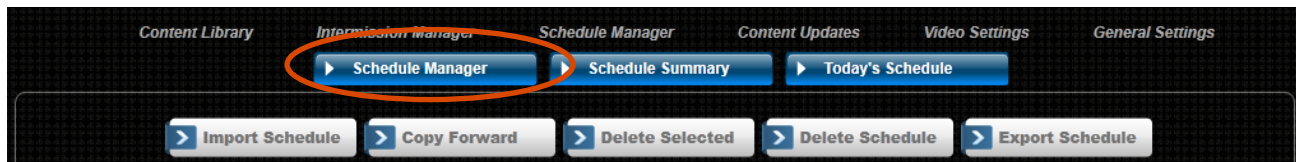
Click **Delete Selected**.

4. Click **OK** to delete the title or **Cancel** to keep the title.



Change the Time of Scheduled Content

1. Under the Scheduling menu, click the Scheduling tab.

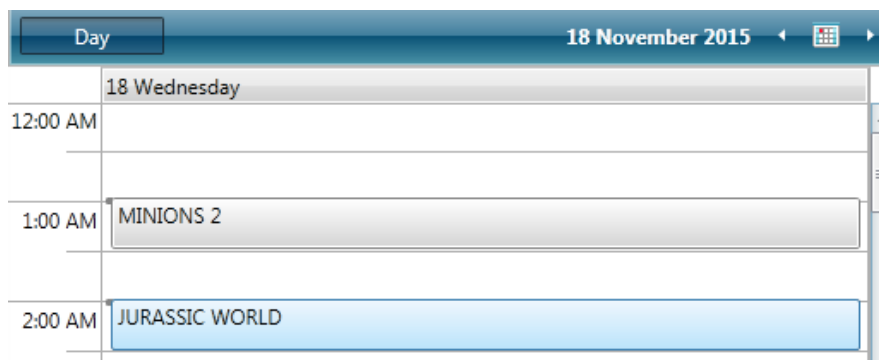


2. Click on the **calendar icon**.

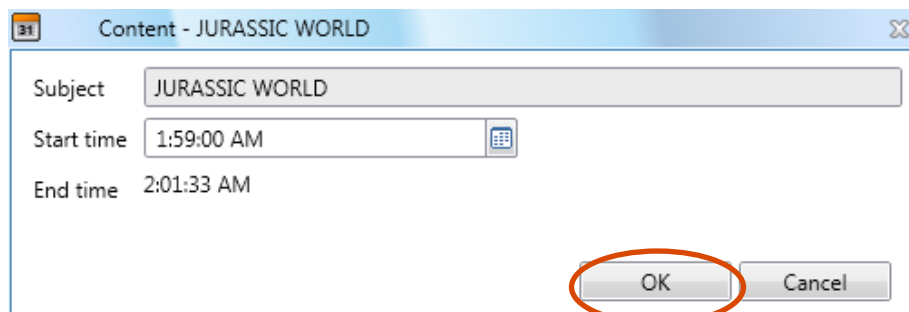
Select the **day** of the schedule to be modified.



3. Double-click on the **title** to modify. *In the example, Jurassic World was selected.*



4. Enter a new **start time** or click the clock to select times on the hour.



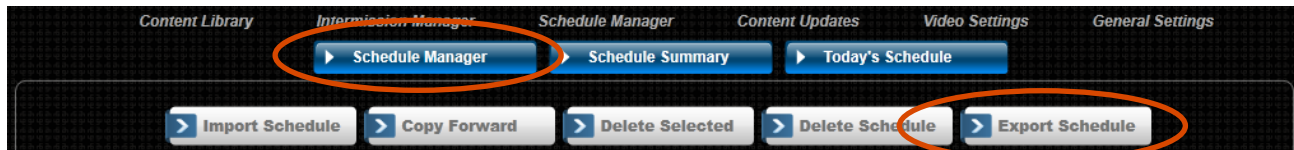
5. Click **OK** to change the time.

Export a Schedule

The schedule for a DMP can be exported in several different formats including:

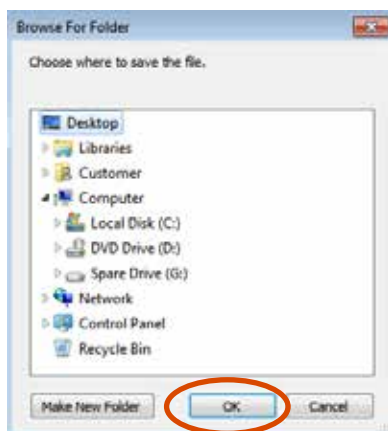
- Comma-Separated Value (csv) – a raw, comma-delimited list of schedule lines
- iCalendar (ics) – a common export/import format for calendaring and CMS software
- Another DMP machine – for another DMP installation from Swank

1. Click on the Export Schedule button.



2. Plug in a thumb drive or portable storage device and specify where to save the file.

Click **OK**.



3. Select the export format and start and end dates to export.

4. The software will export the schedules within the given range to the location specified.

Intermission Manager

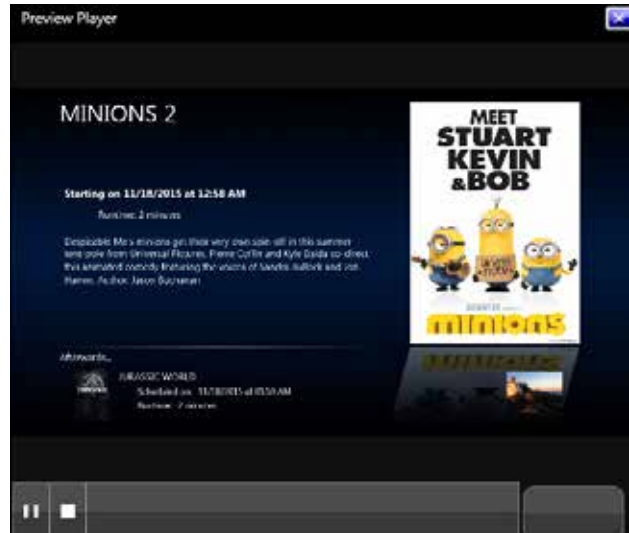


Intermissions are an optional feature which displays upcoming movie information, trailers or your custom content between scheduled content.

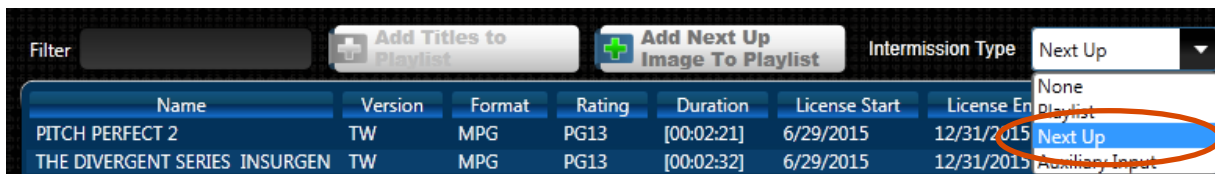
Automatic Intermissions (Next Up)

The default intermission type is Next Up. This intermission displays a static image of the content that is scheduled to play next.

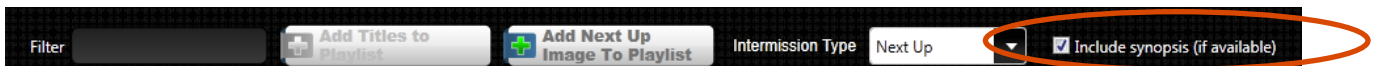
Details pertaining to the title, start time, rating and synopsis. For many movies, a poster/image is also included.



Under Intermission, select **Next Up** for the Intermission Type.



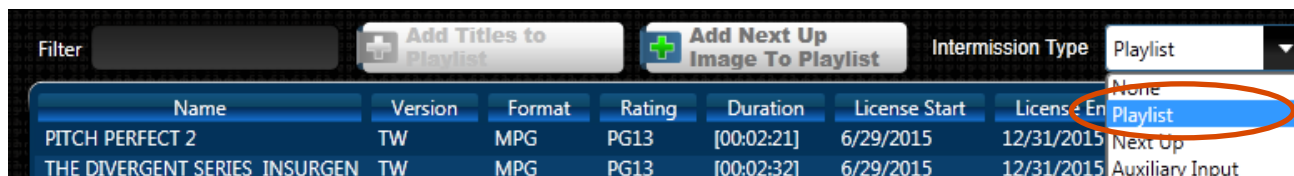
Please note: If viewer screens are small, you may turn off the synopsis as it becomes too small to read on many CRT televisions. Uncheck the box shown to turn off the synopsis.



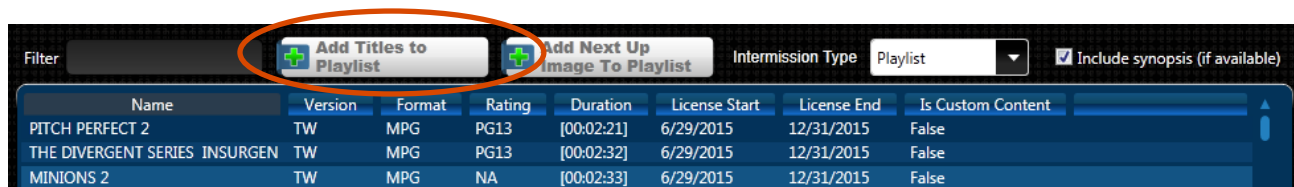
Customize the Intermission (Playlist)

With the Playlist transmission, you may select content to play as the intermissions.

1. Under Intermission, select **Playlist** for the Intermission Type.

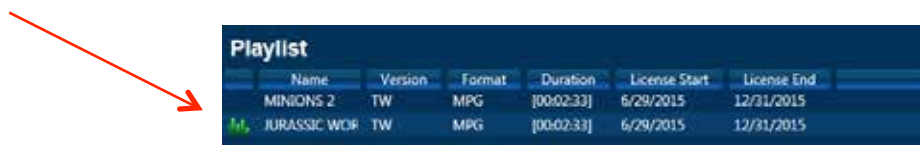


2. Select the **titles** to include in the Intermission. To select multiple titles, click a title and hold the Shift key then click additional titles. *In the following example, Minions 2 was selected.*



3. Click **Add Titles to Playlist**. The title is added to the Playlist. Note: You must select at least one title or viewers will see blank video.

The green bars show the current place in the playlist.



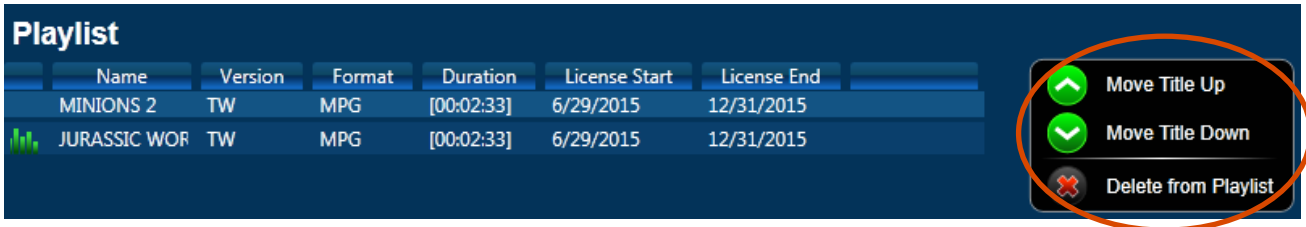
The DMP allows a user to add the "Next Up" image into your playlist, so that you can still advertise the next scheduled playback within your playlist.

1. Click the "Add Next Up Image to Playlist" button.
2. In the new window, use the up/down arrows to change the number of minutes to show the image – from 0.5 minutes (30 seconds) to 1200 minutes.
3. Click "OK" to add the entry to the playlist.

You will now see a row added to your playlist of "Next Up Image", with a runtime of the time you gave. The Next Up images can be placed into the playlist as many times as desired.

The Playlist operates from top to bottom then repeats, always remembering where it left off. If the Playlist is interrupted by scheduled content, the next title in the Playlist will play during the next open timeslot in the schedule.

Re-order the titles by clicking the up or down arrows. Delete a title from the Playlist by selecting the title and clicking Delete Title.



Playlist

Name	Version	Format	Duration	License Start	License End
MINIONS 2	TW	MPG	[00:02:33]	6/29/2015	12/31/2015
JURASSIC WOR	TW	MPG	[00:02:33]	6/29/2015	12/31/2015

Move Title Up
Move Title Down
Delete from Playlist

Auxiliary Input Intermission (Aux Input)

The DMP software supports playing external video/audio sources when in-between scheduled playbacks. Consult your installation guide for details on connecting your external source to the Swank DMP.

To enable this feature, select "Aux Input" from the dropdown list. There will be a brief initialization as the connection is established to the external source. Once complete, the player will route any signal it receives to the existing output connections.

When the schedule reaches a time to play a title, it will change the outputs back to local content, and play the scheduled title. After the scheduled title has finished, the external content will once again show.

Turn Off Intermission

You may not want any content to play when scheduled content is not playing.



Filter [] Add Titles to Playlist Add Next Up Image To Playlist Intermission Type None

Under Intermission, select **None** for the Intermission Type.

Add Custom Content to the Library

The DMP supports a wide range of formats. Be sure to test the video and audio playback of your custom content on the DMP, as not all video creation and encoding programs are the same. If you experience any issues or are unable to add the content, re-encode your video to MPEG-2 Program Stream and try again. If you have any questions, please call Swank Technical Service for help at 866-815-7719 or 314-984-6295.

Certain types of video source files may be added to the DMP immediately:

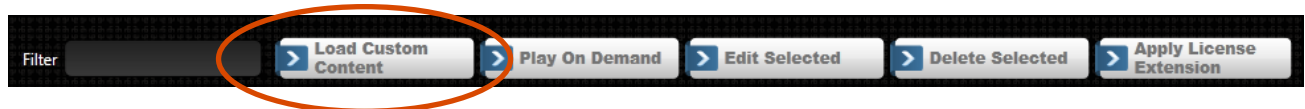
- WMV
- MPEG-1
- MPEG-2 Program Stream (*Preferred Format)
- MPEG-2 Transport Stream
- QuickTime (H264, MPEG-4, and MPEG-2)
- MPEG-4
- AVI (uncompressed)
- FLV

Other file types must be converted before adding to the DMP:

- Microsoft PowerPoint®
- Shockwave
- Flash SWF
- QuickTime (Sorenson, 3GPP, 3GPP2)
- Any files where the DMP cannot determine the runtime

When your content is ready, follow the steps below:

1. Save your content to a portable storage device and plug it into an open USB port on the DMP.



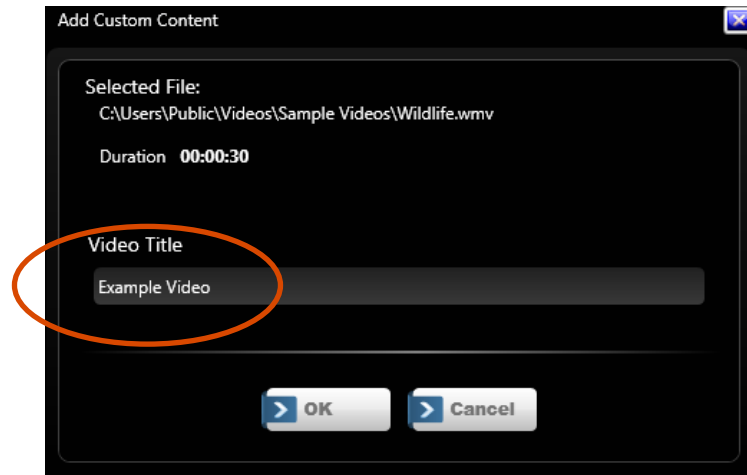
2. Under Content Library, click **Load Custom Content**.
3. Click **Choose File** to select the content to be added to the Content Library.

Add Custom Content (Continued)

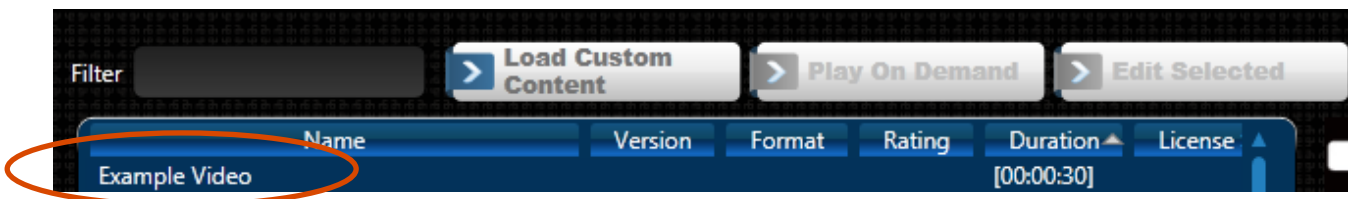
4. Enter a **Video Title** for your content.
This title will appear in the Content Library.

In the example, Example Video was entered.

Click **OK**.



5. Under Content Library, check for the addition of your content.

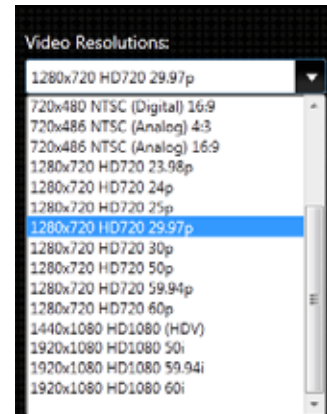


Video Settings

Video Resolution

The default video resolution on the DMP is 1280x720. You may adjust the resolution to match the viewing requirements of the projector or televisions showing the content.

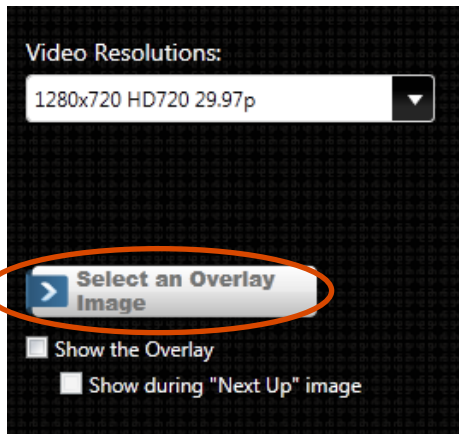
1. Under the Video Settings menu, click on the **arrow** to display the options.
2. Select a resolution.



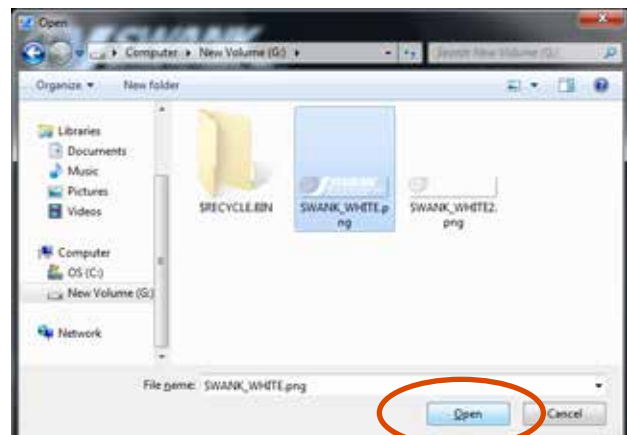
Brand the Channel

The Digital Media Player may be configured to incorporate a logo on the player to brand the channel for your organization. The supported image types include: BMP, JPEG, PNG, and GIF. If you want to allow the video to "bleed through" the image, utilize a transparent (alpha-layer) image.

1. Under the V Settings, click **Select an Overlay Image**.



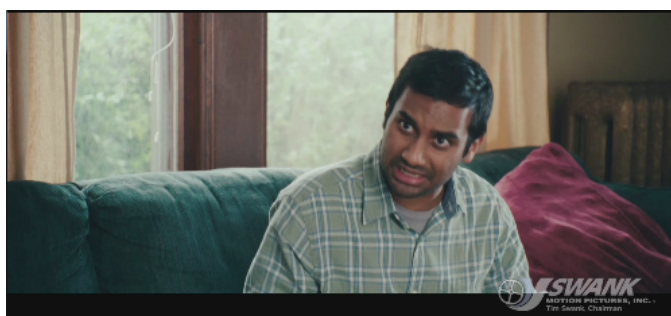
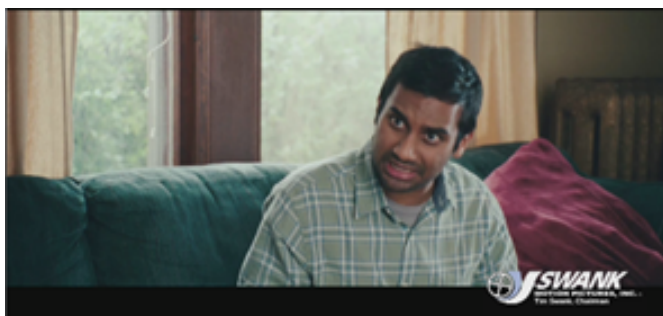
2. Select the logo or image from a USB drive.
Then click **Open**.



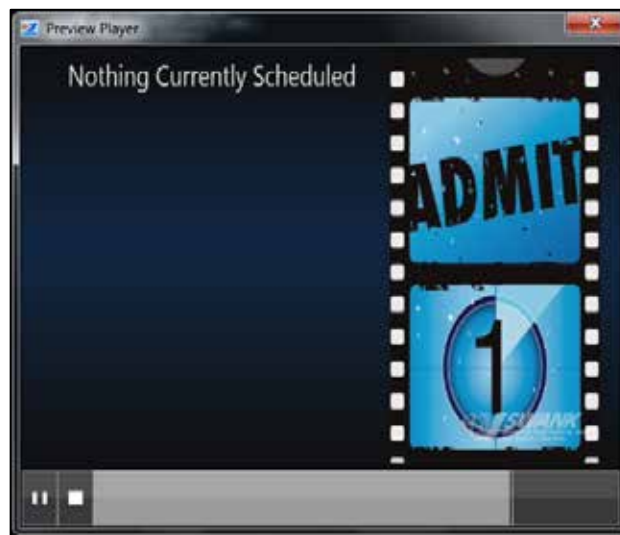
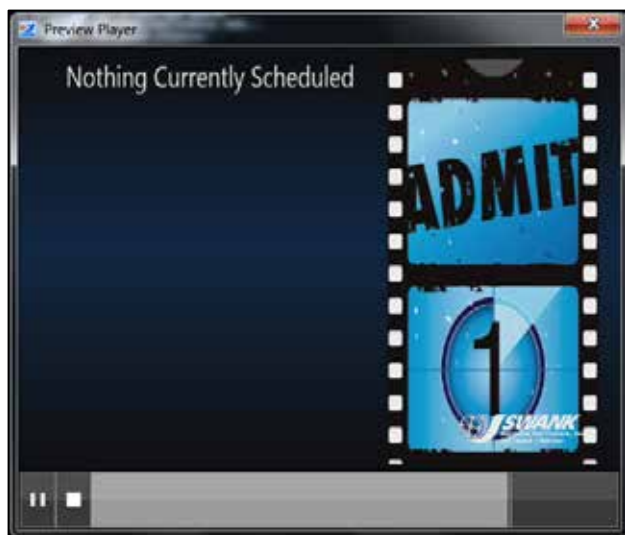
The image selected will appear on the Settings page. *In this example, the Swank logo was added to the player.*



3. Click the "Show the Overlay" box. The image you selected appears on the output screen as shown below. *The example on the left shows a solid image, and the image on the right displays an image with alpha-layer transparency.*



4. Click the "Show during "Next Up" image if you want to show the logo in this location. *The example on the left shows a solid image, and the image on the right displays an image with alpha-layer transparency.*



Settings

The audio output level can also be adjusted. Use the slider to adjust the amount of gain/loss on the output line.

Settings

There are several functions under Settings to help ensure that the DMP runs smoothly.

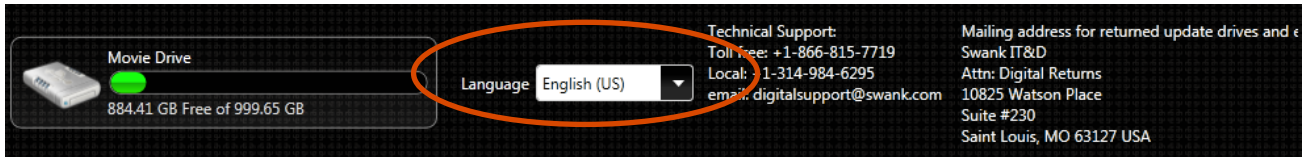
Check Drive Space

Under General Settings, you may see how much storage space is used and still available for content in the DMP.



Application Localization and Culture

You may adjust the localization of the DMP into other languages from the dropdown list below. More languages will be coming soon.



Conduct a DMP Health Check

1. Under Settings, click **Health Check**.



2. You will receive a message with the DMP's status. If you have any concerns, please call us for assistance.
3. Click **OK** to close the message.

DMP Alias

The DMP software supports a visible “alias,” which will appear in the footer of the main application UI. This text field allows admins to place a brief note for themselves, and have it show within the software. One example would be a note of “Channel 20,” which would remind an admin which closed-circuit channel that this machine is attached to.

To use this field, click on the text box next to “DMP Alias” and begin typing. The message will appear in the footer of the display after every keystroke, located next to the “Enable Schedule” checkbox.

Export Activity Logs

If you have any issues with the DMP, our technical support team will be happy to assist you. Often they will request an export of the machine's logs for analysis. This can be created in just a few clicks.

1. Click **Export Logs**.



2. Select a **location** to save the exported log files, and click **OK**.

(It is the easiest to save to the Desktop. After clicking OK, the process may need a minute.)

3. You will receive a message that the export has been saved. Click **OK**.

The zip file is typically very small, and is easy to attach to an email.

Notes

